

Nürnberg, Germany 11.–14.2.2025

BIOFACH

into organic



Interview

August 2025

Three questions for ... Dominik Dietz

Many new and exciting features are planned for BIOFACH 2025, including a revamped exhibition hall concept. We asked Dominik Dietz, current Exhibition Director for BIOFACH, what visitors and exhibitors can expect in Nuremberg from 11 to 14 February 2025 and what the new hall configuration will look like.

With the new hall concept for BIOFACH 2025, you want to go “back to the roots” of the event. What exactly does that mean?

We aim to create a dynamic atmosphere in the exhibition halls and keep walking distances short, so we are reducing the aisle widths to pre-pandemic levels. This gives us so much additional stand space that we do not have to use Halls 3C and 8. At the same time, we are integrating natural and organic cosmetics completely into BIOFACH. These adjustments allow for a compact and vibrant hall structure while maintaining a high level of diversity.

What are the benefits of fully integrating the natural and organic cosmetics and personal care segment into the hall concept? And how will visitors find the right exhibitors quickly?

The natural and organic cosmetics exhibit will be presented as a product segment on a par with BIOFACH within the geographically structured hall configuration with its many national and international pavilions. This offers natural and organic cosmetics companies new opportunities, for example as part of a country pavilion. They also reach new target groups thanks to the modified environment. At the same time, we are already working on a navigation concept for interested visitors, so that they can quickly and easily find the natural and organic cosmetics displays. This can be done, for

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
info@biofach.de
www.biofach.de
www.biofach.com

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example, through appropriate presentation and labelling using the BIOFACH digital platform.

Can you tell us about some of the highlights of BIOFACH 2025?

BIOFACH 2025 will be a gathering of like-minded professionals who work together in Nuremberg to shape the future of the organic sector. And we provide the framework. For example, we are continuing to develop our special display area that focuses on getting more organic food into out-of-home catering. This is where visitors can discover innovative products and concepts for the restaurant and institutional catering sector. We are also continuing the SustainableFutureLab. This interactive forum for leading-edge issues affecting the organic community, which was an enormous success in 2024, will once again offer interesting discussion slots about organic topics, sustainability, innovation and trends in February 2025. And finally, we are extending our offering for start-ups, new products and innovations by adding new interactive formats and presentation options in the exhibition halls. To cap it all, the BIOFACH Congress will again provide the ideal venue for knowledge-sharing and learning. The call-for-ideas will be issued soon. This will all help ensure that BIOFACH 2025 will become an inspiring meeting place for the entire organic community.

Contact for press and media

Saskia Viedts

T +49 911 86 06-83 29

press@biofach.de

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